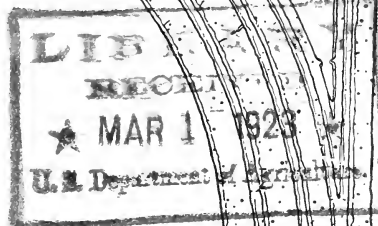
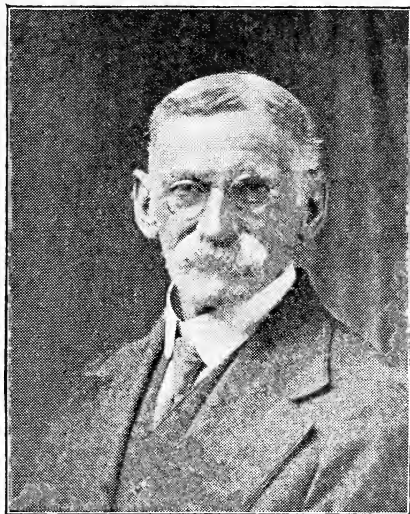


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.39



STRAWBERRY PRATT

Oldest Plant Grower in New England

Been growing plants all his life. Going to grow them as long as he lives. Going to live as long as he can, and die when he can't help it. Commenced to sell plants in 1870. Born in 1847, 25 years too soon.

CHOICE PLANTS

FOR SALE

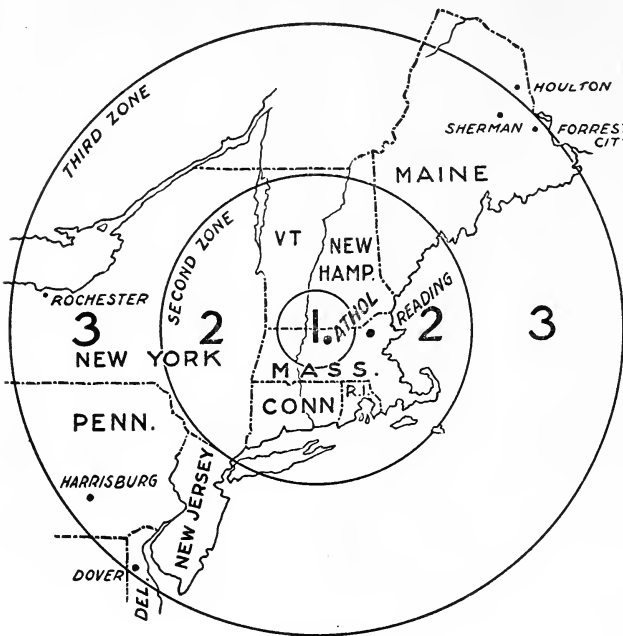
C.S. Pratt

Sunnyside Fruit Farm

ATHOL, MASS.

SPRING 1923

BRUNET
BROWN



DO YOU LIVE INSIDE THESE CIRCLES?

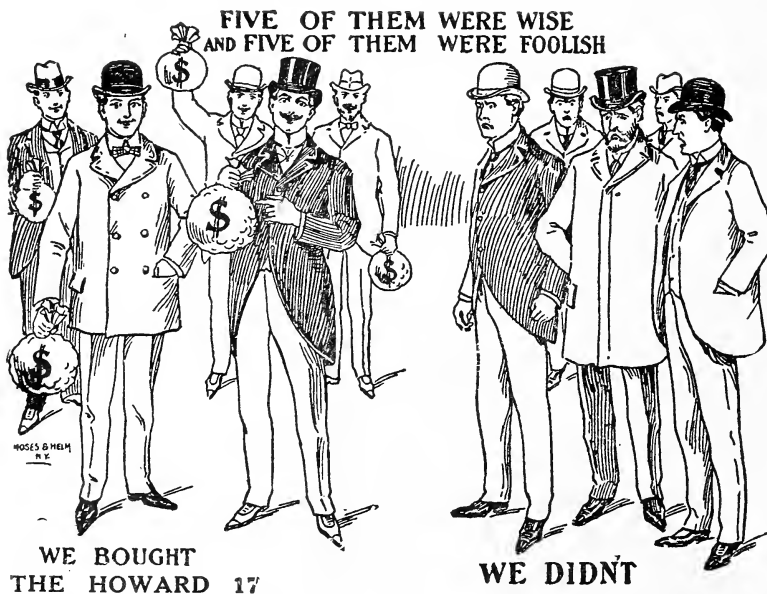
All plants in dozen, hundred or five hundred lots will be delivered to your postoffice, postpaid by parcel post, only in the 1st, 2nd and 3rd zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via mail. — Get them **QUICKER and CHEAPER.**

ATHOL, MASS., is the Hub of the Best Strawberry Growers in the United States. We have the markets at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

The 3rd Zone takes in all of the N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your Postmaster what zone you are in from Athol.

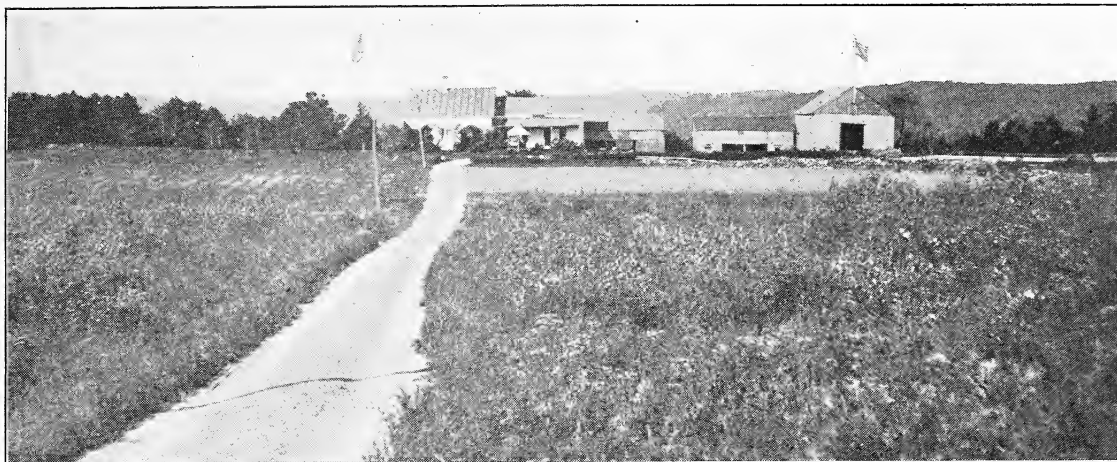
We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

You have taken the trouble to turn this page upside down, to read all I have to say about the Gentle Reader, you may turn the Catalogue around and read all I have to say about the **VICTORY RASPBERRY.**



The man who does not think is a fool!
 The man who cannot think is a slave;
 The man who will not think is both fool and slave;
 The man who will think well on what I say about **THE VICTORY RASPBERRY** is wise!

HARDY HYDRANGEAS—One Year Old, that will bloom this summer — 25 cents, Postpaid



Home of Strawberry Pratt, taken September 27, the day after Jack Frost had blighted everything but the Stars and Stripes.

I HAVE GOT THE LARGEST STOCK OF PLANTS

This spring I have had for many a year and they are well covered up with hay and ought to be in fine condition. Last spring I had orders for \$1700 worth of plants more than I had, and I had to return the orders with money. I won't be in that box this spring. I hope that those who were disappointed last year will not give me the slip this year.

I don't dig my plants, have them counted and tied up in bunches and packed away in moss and kept—nobody knows how long—and then taken to fill orders.

No! I do just the opposite. When I receive an order the plants are in the ground growing. They are dug and packed right from the ground and shipped in fine condition and will give satisfaction. A plant out of the ground is like a fish out of water: it may not be dead, but it is in a dying condition. Cash with the order. No plants sent C. O. D.

MY FAVORITE MOTTO IS—KEEP SMILING AND DO IT NOW!

YOU CAN
COUNT THEM
ON THREE FINGERS

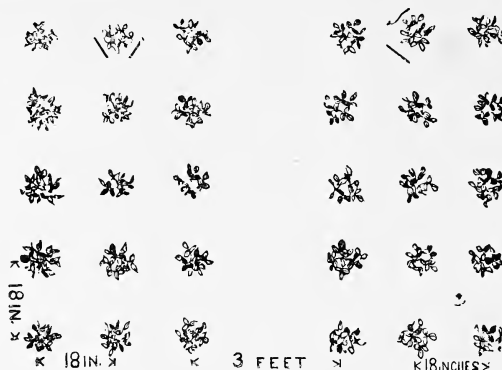


HOWARD 17
FIRST QUALITY
PEERLESS

I venture to say that you will find this catalogue one of the cleanest, most concise and honestly illustrated annuals you will receive. I want your trade, both present and future, and no matter how small your order I will give it my personal attention.

THE WHITE QUEEN RASPBERRY—A NOVELTY FOR 1923 — SEE PAGE 16

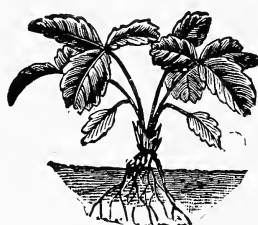
We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and the same distance apart in the rows. Then a space of three feet is left for horse cultivation, and three rows of plants as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under **high culture**, a quart to each plant, which has been done time and again, and the berries command only 20 cents per quart (a low price for extra nice fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of **manure and water** with the hill system. Grow extra fine fruit where there is a demand for it. Where there is only a market for low-priced fruit, the matted row will answer. You will have quantity at the expense of size and quality.



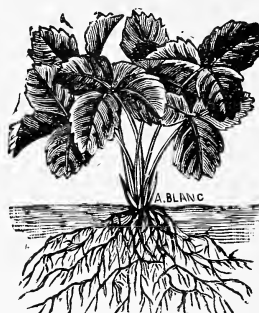
THREE WAYS OF SETTING A PLANT



Planted Too Deep



Planted Too Shallow



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed out go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better plants cannot be found.



We guarantee all plants furnished by us to be found true to name, delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control.

The best time to set plants is when the soil will crumble behind the plow. Set as early as you can; work the soil. One of the best crops of berries I ever got was taken from a bed that was set the 30th of May; it was wet land and could not be set sooner. You can set strawberries any day in the year but Sunday if the ground is not frozen.

“Dee-e-light-ed!”

When Ex-President Roosevelt surrendered his office at the end of his second term, he said: “I have been President for seven years and I have had a perfectly ‘bully’ time, and have enjoyed every minute of it.”

While I haven’t been President, yet I, also, have had a “bully” time, and have enjoyed every minute of the season of 1922. Teddy’s characteristic expression voices my appreciation of the results of the year and I, too, am “dee-e-light-ed!”

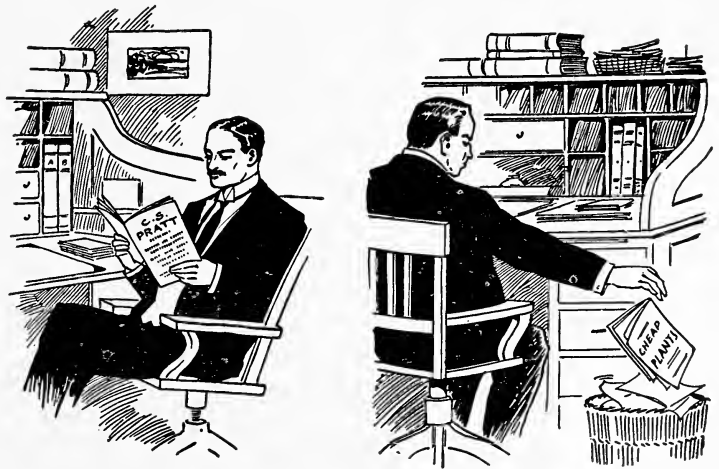
Roosevelt never felt better in his life than I do today, and I would not exchange places with any man living. I would rather be Strawberry Pratt than anyone else in this world.

The man who thinks it is his business to defeat his competitors is wrong. His competitors are not his enemies. They happen to be workers in the same field. The most efficient competitor offers the greatest inspiration to the business man who is keen enough to see that his job is to serve his public. The wise man looks upon his competitors as co-operators.

No one plant grower can get all the trade, and I for one do not want it. I shall never hit a man on the head and say he must give his money to me and no one else. I shall never build my business by pulling down some one else. The United States is a big country. If I could have all the trade of only the State of Maine, I would be a rich man in short meter. I have lots of good customers down East—had them a long time—they stick. Lots of strawberry men in Maine will always trade with “Strawberry Pratt” and others will trade with the other fellow. When the year rolls around and I figure up there is always a smile on my face and I congratulate myself on having done a very good business, and that’s about all there is to it. Yours for success with Fruit,

C. S. PRATT.

A cheap article is seldom good, and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.



MY CREED

To do the right thing at the right time, in the right way; to do some thing better than it was ever done before; to eliminate errors; to know both sides of a question; to be courteous; to be an example; to work for the love of working; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than from rule; to be satisfied with nothing short of perfection.

Mr. C. S. Pratt, Athol, Mass.,

Wolfeboro Falls N. Y.

Dear Sir: The strawberry plants arrived in fine condition. I had a gardener set them. He has bought and sold plants several years and he said he never handled nicer ones.

HERBERT CHAMBERLAIN.

Two Country Boys



One goes to the city to be chained down to a life job at \$18 per week with no better prospect ahead. In time marries; hires a tenement in a flat. What a life!

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. He lives!

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves, and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country, and grow fruits they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

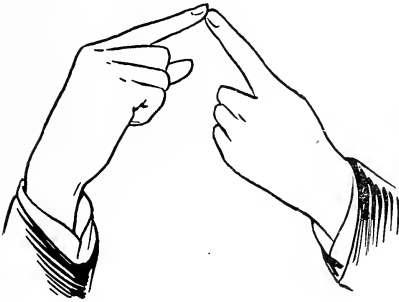
There is an enormous growing demand for fine fruit all over the world, while the production is no more than holding its own. Many a lawyer, judge, merchant and professional man wishes he had a place in the country, knew what to plant and how to go about it so that he could make an independent living.

HONESTY

There is no place where downright honesty of purpose is more needed than in the plant business. A person sends his order and pays for his stock without seeing it. I would not send an order to any nurseryman that I did not have confidence in. There are a great many people that want a great deal of value for little money. Every season I have parties write me saying that they are going to buy plants of the ones who sell at the lowest price. How short sighted! If a grocer offered them guaranteed sugar at 3 cents a pound, would they buy it? Something certainly is wrong either with the man or the sugar. It is just the same in the plant business. I have no use for a man who claims that his plants are cheaper, better, than any other grower in the country. Such a man is to be avoided. I have firm faith in the man who says he has good plants at reasonable prices; that he has something that I need, who tells his story in plain simple language, and guarantees his plants to be all that he claims for them. The way to make business pay is to do it right—not almost right, but altogether right. The big difference between success and failure often comes from the little difference between doing things nearly right and doing them quite right.

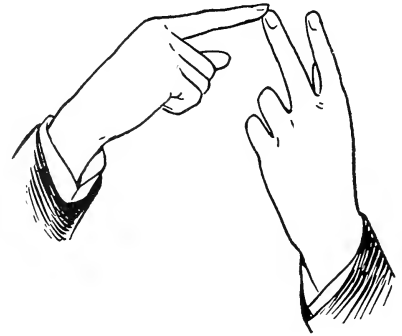
I would rather be a beggar and spend my money like a king, than to be a king and spend my money like a beggar.

FOUR GOOD REASONS FOR GIVING STRAWBERRY PRATT YOUR ORDER.



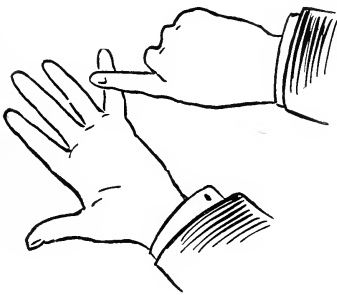
1ST

Because he has been in the plant business his whole life and ought to be good authority in that line of business.



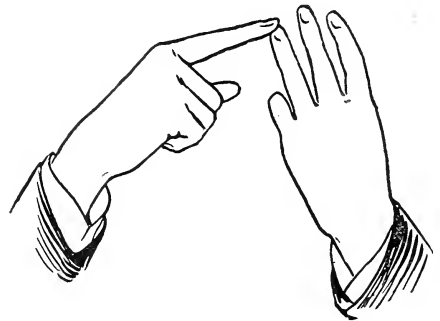
2ND

Because he has built up a fine business on the Square. You might as well argue with the Multiplication Table as to argue with a man of that caliber.



3RD

Because he takes his plants **fresh from the ground, packs and ships the same day.** They are not dug and tied up, and kept on hand like Dry Goods.



4TH

Because he has grown in his life time 565 different varieties and to-day you can count the fingers on one hand, and that will tell all that he has under cultivation.

DON'T FOR A MOMENT think that I am the only Plant Grower in the New England States who can furnish you with First-Class Plants. All I have to say is that my plants are as good as can be grown and are true to the name and if you order plants from me to be shipped by Parcel Post

It's 10 to 1

You will not be disappointed in them.

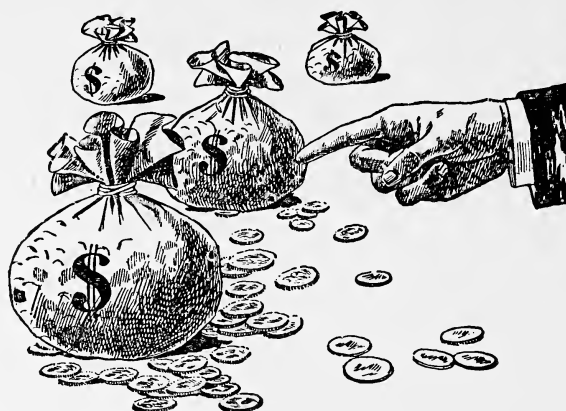
Success in the plant business depends entirely upon the success of customers and they can succeed only with strong, healthy, thrifty, dependable plants of the best up-to-date varieties, well grown, well dug, well packed. We solicit orders on this basis.

I have been doing business along this line fifty years; going to do it as long as I live.

TRY A FEW OF THE WHITE QUEEN RASPBERRY — SEE PAGE 16



**THIS MAN BOUGHT HIS PLANTS
OF C. S. PRATT**



**AND THIS IS THE CROP
HE GATHERED**



**THIS POOR FELLOW SENT DOWN TO NEW JERSEY IN THE MONTH OF
MAY AND BOUGHT CHEAP PLANTS.**

**RESULT:
FAILURE, DISAPPOINTMENT AND REMORSE.**

One thing I don't want is a man who never makes mistakes. If he doesn't make mistakes he never does anything. All good men make a certain number of mistakes, and, if they are the right sort they build on them. I owe my present success to past mistakes.

Mr. C. S. Pratt, Athol, Mass.,

Dear Sir: I got the plants and bushes. They are fine; best strawberry plants I ever got; lots and big long roots.

North Adams, Mass.

MRS. S. RAY.

THE WHITE QUEEN RASPBERRY—A NOVELTY FOR 1923 — SEE PAGE 16

OF ALL THE BERRIES EVER PUT
ON THE MARKET THIS IS
THE BEST



A MORTGAGE LIFTER

The Plants of HOWARD 17 are the healthiest of any I have ever seen. No rust or leaf spot on them. In plant growth, faultless. The blossoms are large and **perfect and rich in pollen**. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shape, soon becoming conical, typical shape conical. It is a firm berry and therefore a good shipper. Color, rich red with a fine gloss. There is no berry that is more beautiful or of finer quality. The only fancy berry that is a "Business Berry." All the other fancy varieties are say bearers. The HOWARD has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake. If it has any choice of soil I do not know it, and I believe it will do well on any soil that any other variety will. Some growers claim that the PREMIER and HOWARD 17 are one and the same. I think there is something rotten in Denmark. The HOWARD 17 was grown and the fruit sold in the Boston market 12 years before the PREMIER was heard of.

The originators would not let a plant leave their grounds and meant to keep it all to themselves. But it got out and the Berry Growers can thank Prof. A. T. Stevens of the Connecticut Agricultural College, and C. E. Chapman for it.

In the Spring of 1918 I bought more HOWARD 17 of Mr. Chapman than all other Plant Growers in the United States put together, and in 1919 I told the Strawberry Growers just what it was, and there were thousands of HOWARD 17 sold all over the country. Now today everyone knows that it is by all odds the Best Market Berry Grown. If you buy your plants of C. S. Pratt or C. E. Chapman **YOU WILL GET PURE HOWARD 17.**

25 Plants 75c. 100 Plants \$1.50. 500 Plants \$6.00, Postpaid. \$10.00 per 1,000, via Express

SAMPLE

SAMPLE (P) For years this was the leading market berry for New England and with many it is still grown. C. S. Pratt introduced it in 1898.

25 Plants 40 cents. \$1.25 per 100. 500 for \$6.00, Via Parcel Post.
\$8.00 per 1,000 via Express.

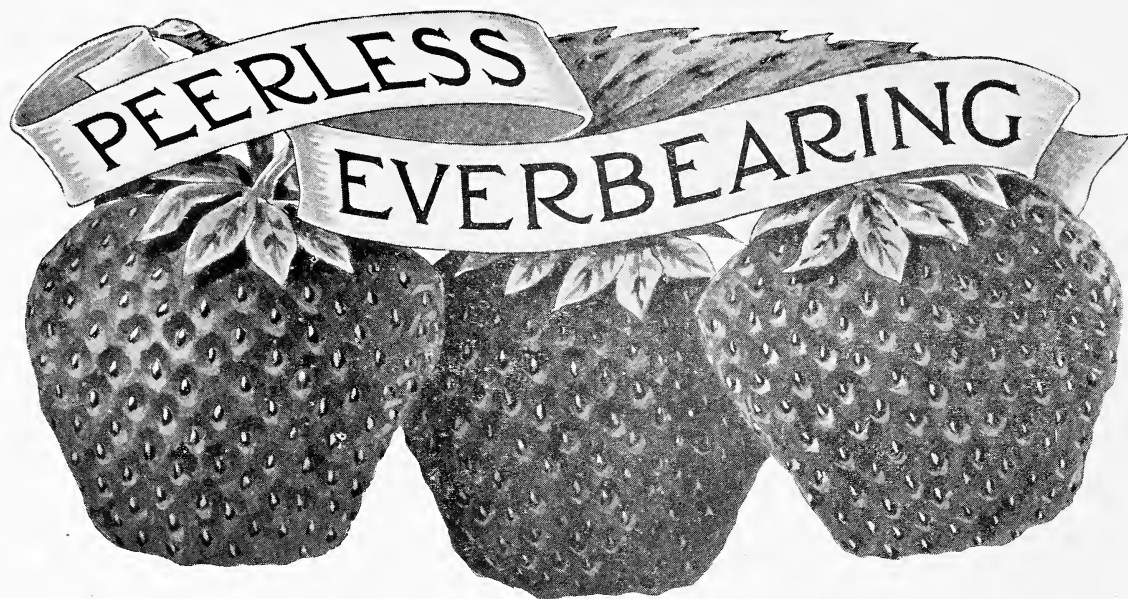
SENATOR DUNLAP

SENATOR DUNLAP (S) An immense cropper; largely grown by fruit growers; in great demand. The fruit is too small for me.

25 Plants 40 cents. \$1.25 per 100. 500 for \$6.00, Via Parcel Post
\$8.00 per 1,000 via Express.

Do you know that you don't know enough to know that you don't know all you ought to know about the Victory Raspberry? Test it on your own ground and then you will know.

TRY A FEW OF THE WHITE QUEEN RASPBERRY — SEE PAGE 16



PEERLESS EVERBEARING STRAWBERRY

The finest Fall Bearing Strawberry on the Market by all odds. Very large and handsome; firm, and a splendid market berry. Better than the Howard 17; very much firmer; not as large but large enough. It will give one a good crop in August if set in the spring, and next year in June it will throw out the berries to beat the band. Berries hang on the vines like cultivated cranberries; however, it will give me 1,000 quarts to the acre more than the Howard 17. It colors fine; a darker berry than the Howard 17.

In strawberry time we had 11 inches of rain in nine days. My strawberry beds were as muddy as in March when the frost is coming out of the ground. It was too much for the Howard 17 and a large per cent. of them were ruined. The Peerless stood it fine; it is a good hard berry; fine one to market.

25 Plants \$1.00. 100 Plants \$2.50. 500 Plants \$10.00, via Parcel Post.
\$18.00 per 1,000 Plants, via Express

Old folks, young folks, tall folks, short folks, fat folks, thin folks, big folks little folks, wise folks, simple folks, homely folks, handsome folks, folks who can sing and folks who can't, folks who like Choice Berries and folks who don't—all are most cordially invited to try some of Pratt's Plants this season. Our trade is gaining every year. Our motto is "Excelsior"; so please pass this notice on. Tell everybody whom you meet about it. 'Phone everybody you don't meet about it, and bring your husbands, your wives, your sons, your daughters, your fathers, your mothers, your sisters, your brothers, your aunts, your uncles, your nieces, your nephews, your friends and your neighbors. **Remember all roads leads to Athol, Mass., where they grow Good Plants.**

I often have young men write wishing to work for me to learn how to grow small fruit. Now I can use several this season. I want young men about 18 or 20 years old, good, clean men, that are not lazy and are willing to do as much as C. S. Pratt, a man 75 years old. The work is not laborious; a boy can (if he has a mind to) do as much as a man. I want those that can hustle; quick action. I will pay for the kind I want 50 cents per hour, 10 hours per day. They can get good board for \$1 per day. No chores to do when the day's work is done in the field. You get your pay every Saturday night and if you wish to spend it you will have to go to Athol Center, five miles away. It is a good place to earn money and to save it. I want only good, clean American young men. Good pay to the right kind of men.

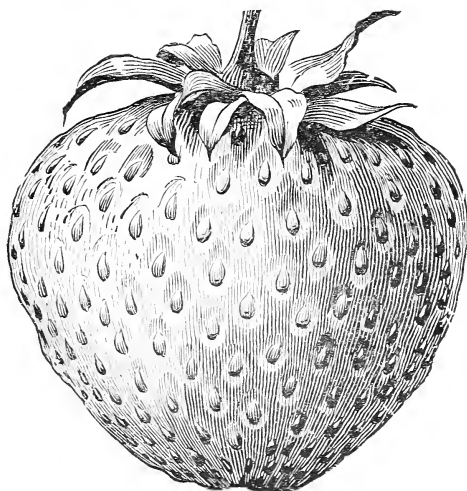
THE WHITE QUEEN RASPBERRY—A NOVELTY FOR 1923 — SEE PAGE 16

1st Quality Strawberry



(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about the flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed. I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheel harrow three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang-up crop. Now a variety that will do that is worth growing.

25 Plants 40c	\$1.25 per 100.	\$5.00 per 500.
Postpaid.	\$8.00 per 1,000, via Express	



CALIFORNIA (S)

This new berry was put onto the market last spring by T. C. Kivitt, of Athinia, N. J., who grows 30,000 quarts of Strawberries to the acre; been growing berries for 35 years. He claims that he has never grown a better variety. Outyields everything in the berry line on his fruit farm. He selected it out of several thousands of seedlings.

The Spring of 1922 I bought 200 plants and paid Mr. Kivitt \$25 per 100 for them. I have less than 5,000 plants to sell this Spring. The plants with me at Sunnyside are very stocky and absolutely free from all disease. It would be well for anyone to try a few.

Price this Spring, \$1.25 per dozen. \$10.00 per 100, via Parcel Post.

TRY A FEW OF THE WHITE QUEEN RASPBERRY — SEE PAGE 16

WHAT CAN YOU GET OUT OF YOU ?

THINK OVER the names of men who succeed. There is not a single quality that they have in common except that each one knows thoroughly everything about his work and his business. Nine out of ten men putter along with what knowledge they happen to pick up. **The tenth man** studies the work of the leaders in his line—and wins.

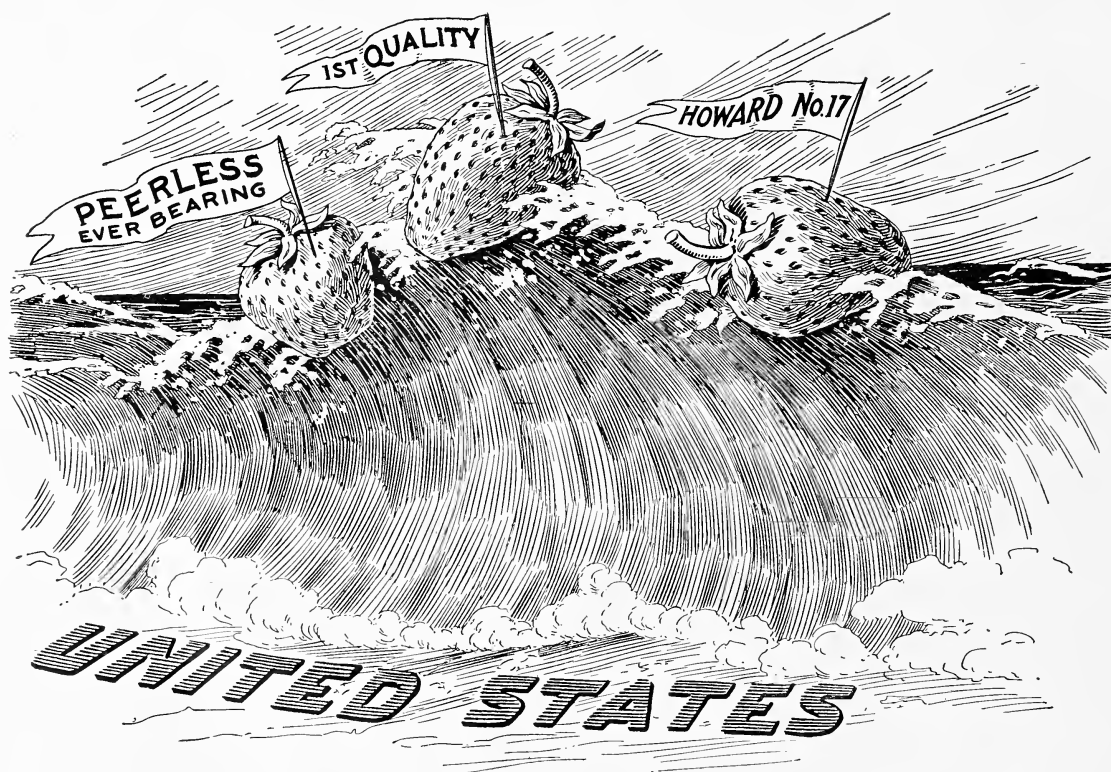
You do not have to discover anything new; you do not have to invent anything new. Simply learn the best ways of doing the things you are accustomed to doing right along. **That is the one and only secret of success!**

DON'T DREAM OF SUCCESS—GO OUT AND WIN IT !

LOOK BACK into the early days of the successful men of today and you'll see that they wasted little time in dreaming of their present greatness. They went out and developed the latent powers within them to work to their best advantage. Only **YOU** can put You on top.

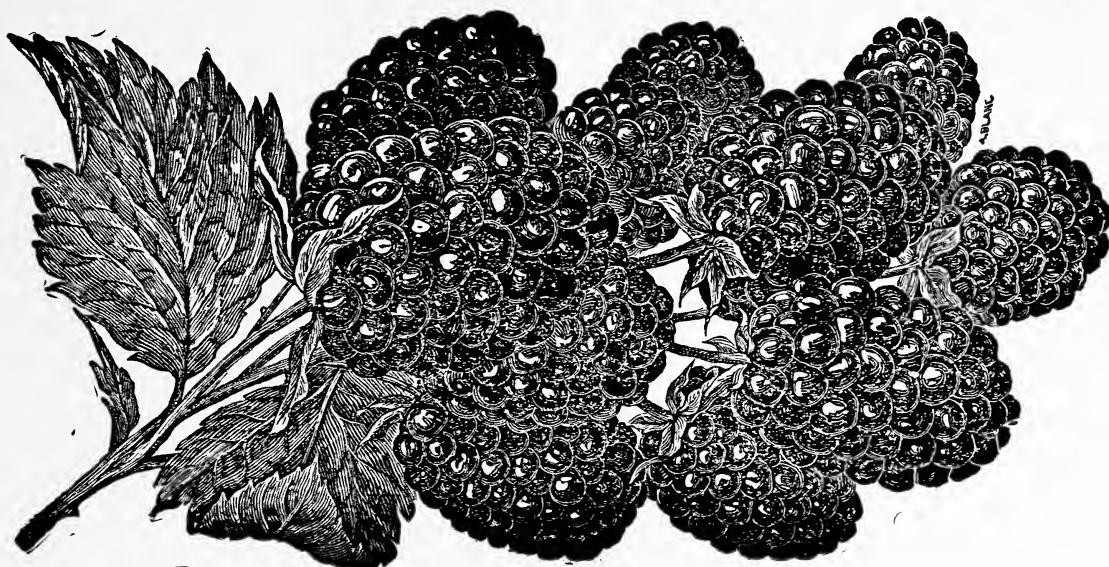
If you just hope you'll get a big job—and dream about the comforts and pleasures you'll get from it—you'll never get very far. Nine chances out of ten you will be a poorly paid plodder all your life.

Find out the best ways to do your work—and develop them to your own advantage. You can succeed right where you are if you only know how.



Three Finest Berries in the Country. You can no more keep them back than you can keep back the Atlantic Ocean when there is a Tidal Wave.

THE WHITE QUEEN RASPBERRY—A NOVELTY FOR 1923 — SEE PAGE 16



MILLER BLACKBERRY

This variety is supposed to be a descendant of the hardy old Taylor, crossed by some of the larger fruited sorts— was grown by Mr. D. J. Miller. One of the finest large blackberries, hardy and very prolific; canes strong and robust, has produced fruit one inch in diameter and one and one-half inches long. Fruit dark color, sweet and juicy; no core.

\$.150 per Dozen, Parcel Post.



Honeysweet Blackcap Raspberry

Even those who ordinarily do not care for BLACKCAPS will surely enjoy the fruit of Honey Sweet, which is remarkably rich, sweet and luscious. Not only are the berries of superb flavor, but they are firm enough for distant shipment. They are also of attractive appearance, being jet black, without bloom and of good size. Canes are of strong growth and of ironclad hardihood and yield heavily. Ripens early to midseason, maturing its entire crop quickly. We consider it by far the best of all the BLACKCAPS, especially for the home garden.

**Selected Tip Plants, \$1.25 per Dozen,
(Parcel Post)**

Take a basket each of Honey Sweet, Victory and White Queen Raspberries and mix them together, and you have a dish to set before a King.

Gladioli in Mixture

To secure the greatest variety and beauty from Gladioli, it is absolutely necessary to grow them in mixture also. Anyone who has ever had the pleasure of visiting a first-class collection grown in mixture will appreciate this statement. If originators find their highest enjoyment, as they do, in growing vast numbers of kinds together, will not the average grower for pleasure derive an equal benefit from growing them in the same way? If I were permitted to grow only a limited number of kinds, each under name and number, or many varieties in a mixture, I would certainly decide in favor of the latter method; for in this way only is it possible to secure and enjoy the almost limitless variety and beauty to be found among the Gladioli. I suppose I have as fine a collection as can be found in the United States. There are over 300 varieties; some of these bulbs cost \$5.00 each. I may not have the largest collection but I have the CREAM.

\$1.25 per Dozen.



A PATCH OF HOWARD 17 AND PEERLESS EVERBEARING
The Finest Strawberry Plantation in the State. Ought to produce in June 15,000 quarts to acre

RAISING BUSTER CROPS

You can raise bread with yeast but you can't raise berries that way. You must get the varieties tested and proved—vigorous plants, true to name. These qualities exemplified in all plants grown at Sunnyside Farm.

STUDY THIS CATALOGUE—Don't throw it into the waste basket. Lay it one side and when you have time to do some thinking read it over again. **It will put you on Easy Street.**

Mr. C. S. Pratt, Athol, Mass.,

Dear Sir: The Howard 17 and Victory Plants arrived in prime condition.

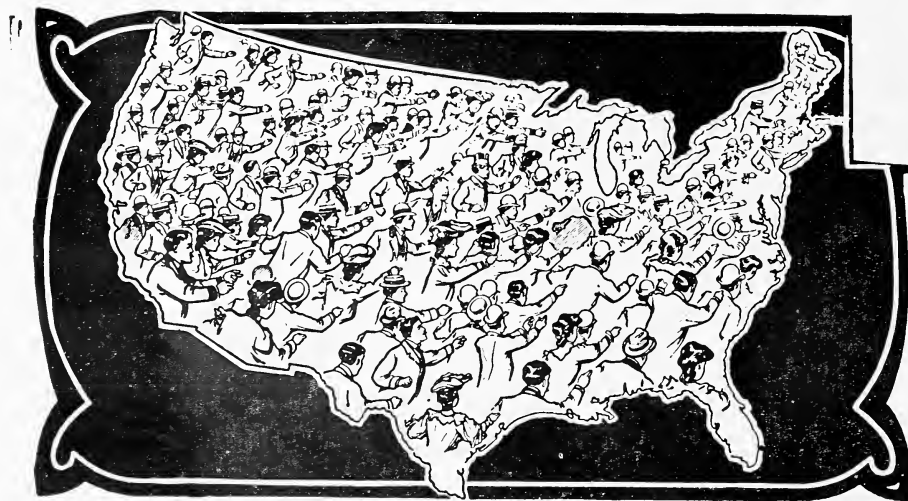
received.

Yours,

Hudson, N. H.

Best plants I ever

F. J. MANNING.



VICTORY RASPBERRY PLANTS

C. S. Pratt,
 Athol, Mass.

THE BOOM IS ON — FOLLOW THE CROWD

TRY A FEW OF THE WHITE QUEEN RASPBERRY — SEE PAGE 16

SUNNYSIDE FRUIT FARM IS A GOOD PLACE TO



In August and September Gladiolis are grown by the thousands—over 300 varieties.

Dear Mr. Pratt: I received a wonderful inspiration from my visit to your place. You certainly have made the most of your opportunities and the sight of your plants is a worthy testimonial of your skill and tireless labor. I am very grateful to you for your kind counsel to me and courtesy to my friends when at your place.

The Lucerne Inn,
Canaan, N. H., Sept. 11, 1922.

W. B. HINCKLEY.

Mr. C. S. Pratt, Athol, Mass.,

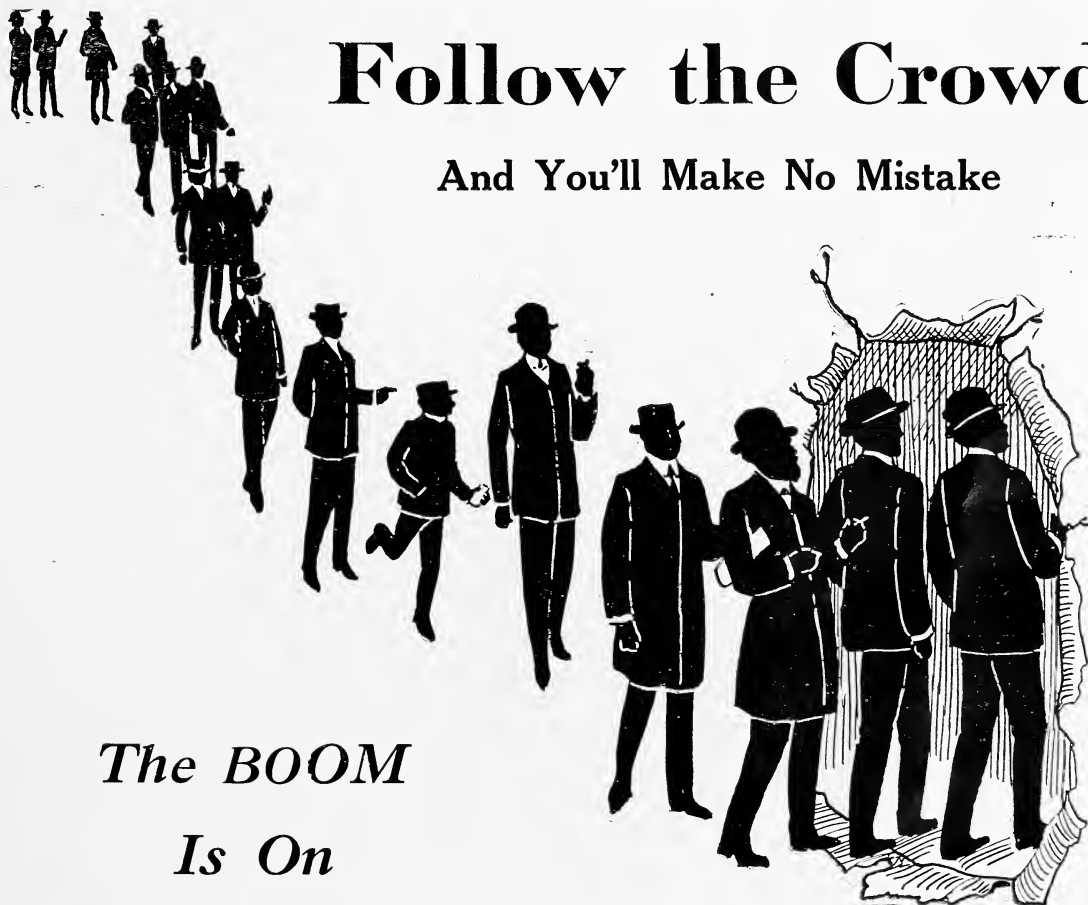
Waterdown, Ont., May 17, 1922.

Dear Sir: Strawberry Plants arrived last night; was very much pleased with them, they being strong plants and healthy looking. Also allow me to thank you for the generous count.

Very truly yours,

L. J. MULLOCK.

JOSH BILLINGS SAID: "I luv a rooster fer 2 things: the crow that's in him and the spurs on him to bak the crow up with." You may think that I am crowing about the Victory Raspberry, but like the rooster, I can back it up.



Lucile

THE IDEAL EATING GRAPE

Everyone has room somewhere, some place around their homes, for a few Grape Vines — over the fence, along the wall or on the trellis—it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCILE—without doubt the finest of all eating Grapes. A strong robust grower and ripens its wood to the tip under a load of fruit, of which the Niagara would not ripen one-half. Quality: Sweet and delicious; color: Dark, rich red. Its crowning glory is its size and compactness of its clusters which resemble those of Diamond, but are larger. An indispensable Grape in the extreme North, where only early and extra hardy varieties can succeed.

The State Agricultural Experiment Station at Geneva, N. Y., says:
 "Lucile is of interest and value because of its truly remarkable vine characteristics. In vigor, health and hardiness and productiveness it is not surpassed by any of the cultivated native grapes. With all of its great work LUCILE ripens its wood almost perfectly. It is very productive as much so as any other of our native grapes, often bearing four bunches to the shoot, its crop exceeding that of Concord. It has never been known to winterkill in the grape region of New York. Its fruit and foliage are nearly immune to the fungal diseases of the grape. **Be sure and order at least one vine.**

THE WONDERFUL NEW GRAPE OF THE NORTH

Two-Year-Old Vines 50c each, 6 for \$2.50, Postpaid.

Portland, Me., May 14, 1922.

Mr. C. S. Pratt, Athol, Mass.,

My Dear Sir: When a man is dissatisfied it is human nature to "kick" and find fault with some one. On the other hand the man when pleased usually fails to give full credit to the one contributing to his pleasure. For several years, at various times, I have purchased strawberry plants from very many prominent dealers all over the country. I wish to say to you most emphatically that the plants received from you yesterday are the BEST in every way of any I ever received. If the plants sent me are a fair sample of the goods you send out you deserve unlimited success in your business.

I am sincerely,

Yours truly,

C. W. BRAY.

Plymouth, N. H.

Mr. C. S. Pratt, Athol, Mass.,

Dear Sir: The stock purchased of you is the finest ever delivered here. If I had run across Strawberry Pratt several years ago I am sure it would have saved me many heartaches and put more skekels into my pocket.

MISS ROSE DEARBORN.

It is far better to aim at the moon and miss it than to aim at nothing and always hit it.

The BOOM

Is On



Everything Came Our Way Last Year.
 Biggest Business in Our History. Lots of
 Good Customers of the Right Kind.
 Join the Crowd.

VICTORY RASPBERRY



This is a photograph of my Plantation of Victory Raspberry Plants, taken Sept. 1st, one year's growth. I never saw such growth in my life before.

A Wonderful New Red Raspberry. This will be to the Raspberry what the Howard No 17 is to the Strawberry. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when it goes down to 30 degrees below zero. It did in Athol, Mass., the winter of 1920. The plant is a vigorous grower.

There is twice as much money made in the Raspberry as in the Strawberry, and always was.

There is more money growing them than there ever was in selling Booze before Prohibition time. Take my advice, Young Man, get every Plant that you have money to buy and set them out and as soon as you have got plants enough to set an Acre, do so. In two years marry the very best girl that you can tie up to (if you are worthy of her) and just live on the constant inflow of money you will receive.

Follow the Crowd for

Victory Raspberry Plants



*The
BOOM
Is On*

VICTORY RASPBERRY

I have discovered the best Raspberry ever grown. It is a giant, as sweet as honey and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. It is not one of your coarse, tasteless things that grow on stunted vines amongst choking weeds. The berry is of fine texture remarkably juicy, rich in color and keeping qualities and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents.

You pay 50 cents for a single tree, and there is no increase of trees at the end of the year. You have only that one tree.

The Spring of 1919 I bought 100 Victory Raspberry Plants and in the Fall I dug up all of the Plants with the Sucker Plants and I set out 1,000 Plants in November, 1919. In the Fall of 1920 I dug up 10,000. All grown from 100 Plants in 18 months. That is going some. That is as good as a Gold Mine in One's Front Yard.

VICTORY is not an untried variety as the originator has fruited it for twelve years. It has been tested with nearly every known variety of Red Raspberry and is far better than any of them, not only in production, hardness, and vigor but the fruit is larger and of much better quality than all others.

Color—Beautiful bright red, and they hold their color after picking.

Quality—By far the finest tasting Raspberry. If you do not say Victory is the best flavored Red Raspberry you ever ate, just tell us and we will refund your money.

Productiveness—The originator has a record of picking nineteen (19) pints of fancy berries from one bush of Victory during one fruiting season.

Victory is a seedling of the Cuthbert, and resembles that grand variety. Victory has produced regularly for several seasons nearly twice as much fruit as Cuthbert, bush for bush, and acre for acre, grown in the same field, under exactly the same conditions. Victory berries are much larger than Cuthbert and of better quality and flavor.

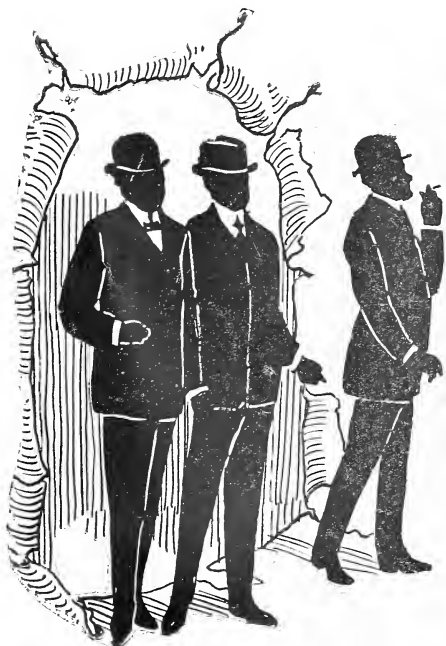
Prices of Plants, Spring of 1923—\$1.25 per dozen; \$6.00 per 100—Via Parcel Post.
\$50.00 per 1,000, Via Express.

WHITE QUEEN—NEW EVER-BEARING RASPBERRY

The first crop of fruit ripens in July and it bears continuously through the months of August, September and October. In size and flavor the fruit resembles the Cuthbert, and is of a beautiful, creamy white color. **STOCK LIMITED.**

PRICE \$4.50 Per Dozen. A smaller size, but good roots, \$2.50 per dozen

The
BOOM
Is On



This crowd will put their money
where it will pay.



View of one of the Strawberry Beds at Sunnyside. The land on which these plants are growing is the very best in Worcester County. Three years before it was planted to berries it cut three tons of hay to the acre. The summer of 1922 I used a ton of Bowker's Top Dressing to the acre. The plants will be the finest and strongest grown in the New England states. I have a **LITTLE MILLION** to sell this spring. I expect to sell every plant. I have done that little thing for the last two years. I hope that I shall have plants enough of my own growing to fill every order that is sent to me.

Many people have trouble in finding me. I am five miles north of Athol and five miles south of Richmond, N. H., on the Athol and Keene Turnpike. In coming from Athol Center be sure and come on Silver Lake street, and keep on it until you come to Thanksgiving Avenue. **YOU WILL KNOW IT** when you see it.

Athol is in the Gypsy and Brown-Tails District. The Government men have inspected all of my plants and vines, but have never found one single nest of either Gypsy or Brown-Tail, and at the same time every shipment that is sent out from my place is inspected before it goes.

I know there is **LITTLE HOPE** for the fellow who permits the devil **CAN'T** to rob him of life's choicest gifts and opportunities.

There is a way for men and women to conquer poverty, become independent of the pay envelope and make a success in life.

I have done all that I ask others to attempt to achieve.

In order to become successful and gain the glorious goal I have reached, I had to make the same effort I suggest that others make.

I am not a builder of impossible air-castles, nor a dreamer of dreams that do not come true.

I was never in my life more in earnest than I am in this great undertaking and if the truths that I publish sound like tales of fiction, all the more fortunate may those who hear them consider themselves.

I count it a great, grand and glorious privilege to guide men and women into realms of prominence, personal independence, prosperity, success and happiness.

In every man's life there is one Big Moment when he makes the decision that either robs him of success—or leads him on to fortune.

THINK

We print this **small** word in **big** type because there is no more important word in the English language. Read what some of the greatest thinkers of the ages have said about this word:

"**Thought** rules the world."—McCosh.

"**Thinking** makes the man."—Alcott.

"**Thought** is the seed of action."—Emerson.

"**Thinkers** are scarce as gold."—Lavater.

"**Thinking**, not growth, makes manhood."—Isaac Taylor.

"Learning without **thought** is labor lost."—Confucius.

"Man by **thinking** only, becomes truly man."—Pestalozzi.

"Nothing is so practical as **thought**."—Cecil.

"As a man **thinketh** in his heart, so is he."—Proverbs.

"There is no **thought** in any mind but it quickly tends to convert itself into a power."—Emerson.

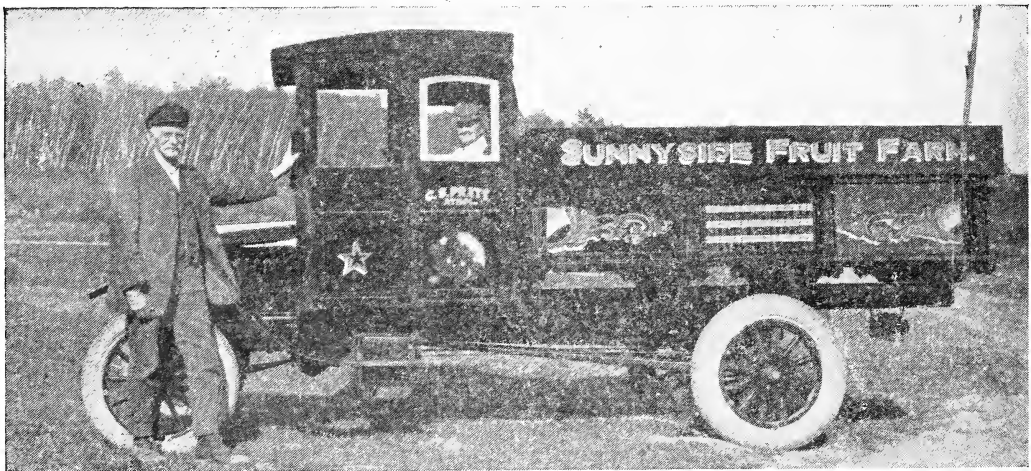
"Some people study all their life, and at their death have learned everything except to **think**."—Domergue.

"Why do so many men never amount to anything Because they don't **think**."
—Edison.

Let this word "**think**" burn deep into your consciousness, for only through broader and better thinking can you attain greater personal and business success. So, to help us remember it, let us put this **little** word in **big** type once more

THINK

I hope after you have read this Catalogue you will not only THINK but ACT !



This is a Ford Ton Truck used to take the Parcel Post Packages to the Athol Post Office every day. It is filled full nearly every day.